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**Secrets On Search Engines: Joe Nogood Becomes President In Landslide Victory**

**By Stan Secrets**

This article introduces keywords, relevancy and possible abuses of search engines whimsically. It is an experiment to portray current Internet events and issues (where angels fear to tread) in a lighthearted perhaps entertaining manner. Joe Nogood and JoeNoGood.com are fictional but copyrighted. Below is a conversation between Joe and his longtime buddy, Stan.

[Author's note: Some may have read portions of this article before - you can proceed to the next section. This author apologizes for his human error.]

Joe runs for Political Office

Joe: Let's go and visit DMV.

Stan: DMV? You've just renewed your driving license last week.

Joe: Not the Department of Motor Vehicles, you dummy. The Drunkards of Mountain View - they're so fixated on brandy, burgundy, booze stuff (referring to Google's search algorithms' names). They are drunk with their own success.

Stan: What name will they use for their next algorithm?

Joe: BS.

Stan: But, BS is an organic matter. What has that got to do with booze?

Joe: Ah, the Danes use plenty of that stuff to make methane gas. By using genetically modified bacteria, you can use this BS stuff to make ethane gas, the precursor of ethanol - pure 200-proof alcohol.

Stan: Why visit these drunkards then?

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Joe: All their rankings stuff are BS. Somehow, they managed to convince the whole world and make a lot of money in the process. They may provide a few pointers on how to be President.

Stan: President?

Joe: By using DMV in our pages, DMV is related to roads and being a middle-of-the-road candidate, we'll occupy all top 100 rankings for all our web pages. Joe I. Nogood is running for President with the slogan "I NoGood".

Stan (thinking to himself): Joe has a way of making the irrelevant, relevant. Just maybe, Joe will make a great President. Maybe.

Joe becomes President-elect

"Bushmen Americans extinct" - screamed a headline. Independent candidate, Joe I. Nogood won the presidential election using the slogan "I, Nogood". Joe swept all the Electoral College votes in an unprecedented result.

The Republican candidate, in his ungracious conceding speech, remarked that Joe is a twin reincarnation of communists, alluding to the president-elect's name; Josef Ilyanov Nogood (may be referring to Josef Stalin and Vladimir Ilyanov Lenin).

The third candidate was more succinct. The Democrats ignored an obscure warning from an equally obscure article - "An Ant watching Giants Fight". Each time an internet search for certain keywords, the list invariably showed Joe's campaign sites and his supporters. That is the same for every voter's concern; Joe's messages occupied all Top 100 rankings. The search engine is a presidential candidate's best friend.

Internet experts suspected that a group of hackers, the NoGoodies, hacked the other candidates' web pages. When a mouse hovered over Joe's rival's name, the popup hint flashes "NoGood for President". Imagine the twin effects these invisible tags created.

[To be continued]

Stan Seecrets Postulate: Poets try to capture the essence of the universe with the elegance of words. Mathematicians try to do the same with their formula and numbers. Therefore, mathematicians are calculative poets. (Poking fun at mathematicians, and himself)

The author, Stan Seecrets, is a veteran software developer with 25+ years experience. © Copyright 2005, Stan Seecrets. All rights reserved. For more of his articles and website promotion, visit

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## **For Newer Sites, Web Marketing Depends On "Titles" & "Links"!**

**By Martin Lemieux**

We all start out the same. Some have budgets, some don't. The one true factor out there is that we all want to expose our business. For 99% of us, starting out in the world of web marketing means a few things: A huge learning curve Endless nights working Trial & Error Learning the ropes

Compared to older more established sites out there, a brand new site without a network of well established web sites to back it up will need to depend on good quality links pointing to it. This will commence the search engine ranking strategy.

See most "grand father" sites out there have already gone through the trials and tribulations of getting recognized. Since this is true, they don't always have to depend on the "Title" of the link pointing to their site, nor do they have to depend on the "Title" tag within their site.

Most older sites get ranked for search terms that don't even show up on their listing, this is because search engines already know the content is there and is good.

For a newer web site, great search engine rankings rely on those "Titles". This helps search engines to better determine the content of the site.

For Example: "Joe" has a site about "Web Marketing". Joe knows that he needs to get his link on other quality sites and he also wants to get a good ranking for "Web Marketing". So Joe creates a link exchange program on his site and submits his link titled "Web Marketing" to as many content related web sites as he can.

Joe also knows that if search engines find his link on other sites and it's called "Web Marketing", his site had better be about "Web Marketing"! So Joe adds "Web Marketing Services & Tips" as the title of his main page. He also adds specific content to match it.

Now here's the [kicker]. Let's say Joe has been doing this for 2 years now, 9 times out of 10, if Joe's web site is still promoting content about "Web Marketing", he probably doesn't have to add "Web Marketing" to his main title anymore. He can now add it further down within another link on his site.

So the moral is???

If your site is new, you'll need to depend on the "Titles" of many things to get your rankings up for something specific. If your site is more mature and has been established, you can work on other search terms you've been longing to get for your site.

Just keep plugging away and try to keep your "titles" the same for new sites and mix it up for older sites!

I hope you enjoyed the article!

For more of Martin's articles go here:

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